

Message Text

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PAGE 01 STATE 147813
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FM SECSTATE WASHDC
TO AMEMBASSY LONDON
AMEMBASSY BERN
AMEMBASSY BRUSSELS
AMEMBASSY COPENHAGEN
AMEMBASSY THE HAGUE
AMEMBASSY PARIS
AMEMBASSY ROME
AMEMBASSY STOCKHOLM

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E.O. 11652: N/A

TAGS:BEXP, UK

SUBJECT: TEMPS: CASE NO. CON 0100 - WICO CORP.

REF: (A) STATE 091897 (B) STATE 120712 (C) LONDON 07909

1. SUBJECT CASE IS FIRST INSTANCE (IN OVER 30 CASES
HANDLED) IN WHICH COMMERCE HAS SOUGHT EMBASSY LONDON'S
ASSISTANCE IN TEMPS DEVELOPMENT. UNKNOWN TO POST ARE
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PAGE 02 STATE 147813

NUMEROUS OTHER CASES, DURING THESE FORMATIVE STAGES OF NEW
PROGRAM DEVELOPMENT, IN WHICH ALL INFORMATION NEEDS HAVE
BEEN SATISFIED BY IN-HOUSE RESOURCES.

2. APPARENTLY, ALSO UNKNOWN TO EMBASSY IS THAT MOST INFOR-
MATION WAS RESEARCHED IN WASHINGTON ALTHOUGH THIS WAS CLEAR-
LY AND PROMINENTLY STATED IN REF B. EXAMPLES ARE: IMPORT

RESTRICTIONS, NON-TARIFF BARRIERS, IMPORT DUTIES, BONDED WAREHOUSING FACILITIES, ETC.

3. AS MENTIONED IN PARA 3 REF A, IT IS OUR INTENTION TO SEEK POST ASSISTANCE ONLY WHEN NECESSARY. FOR TARGET INDUSTRIES AND CERTAIN OTHER INDUSTRIAL SECTORS, OUR RESOURCES HAVE GENERALLY BEEN ADEQUATE AND WE ARE STUDYING

MEANS TO BROADEN OUR DATABASE STILL FURTHER. THEREFORE,

POST CAN BE ASSURED IT WILL NOT BE DIRECTLY INVOLVED IN EVERY CASE. IT IS DIFFICULT TO ESTIMATE WHAT AMOUNT OF POST ASSISTANCE WILL BE REQUIRED ANNUALLY, BUT WE CANNOT ENVISION POST WORKLOAD DUE TO TEMPS CASES REQUIRING 150-225 PRDERSON DAYS BASED UPON OUR PROJECTED CASE LOAD OF 50-75 IN FY-79.

4. REF A, EMPHASIZES THE CUSTOM TAILORED ASPECTS OF THE TEMPS PROGRAM WHICH ARE, OF COURSE, EXTREMELY IMPORTANT. WHAT IS NOT DISCUSSED IS THE FLEXIBLE USE OF THE TEMP. ONCE A TEMP HAS BEEN CREATED FOR A SPECIFIC PRODUCT OR GROUP OF PRODUCTS IT CAN BE RETRIEVED AND MODIFIED ACCORDINGLY FOR THE USE OF OTH-DER COMPANIES MARKETING SIMILAR PRODUCTS. THUS, INFORMATION GENERATED FOR ONE CASE MAY NOT BE USED EXCLUSIVELY BY A GIVEN FIRM BUT WILL BE AVAILABLE TO OTHERS IN THAT PARTICULAR SEGMENT OF UNCLASSIFIED

UNCLASSIFIED

PAGE 03 STATE 147813

INDUSTRY. THEREFORE, AS TEMPS BASE WIDENS, AN INCREASING NUMBER OF CASES CAN BE READILY HANDLED FROM HERE. IN OUR VIEW, TEMPS REALLY REPRESENTS A MARKETING PLAN FOR A SPECIFIC PRODUCT OR GROUP OF PRODUCTS AND SERVE THE NEEDS OF AN INDUSTRY SEGMENT NOT ONLY A SINGLE COMPANY.

5. INFORMATION REQUESTS WILL BE KEPT AS BRIEF AS IS PRACTICAL IN ORDER TO GET ONLY DATA FUNDAMENTAL TO THE CASE. REF A PARA 3, INDICATES THE GENERAL GUIDELINES TO FOLLOW. IN ORDER TO CUT DOWN ON YOUR TIME, PERTINENT RAW DATA OR METDDMATERIALS CAN BE AIRMAILED OR OTHERWISE TRANSMITTED TO COMMERCE FOR CLOSER ANALYSIS. WE APPRECIATE YOUR DESIRE TO DO A HIGH QUALITY JOB ON TEMPS BUT IT IS NOT OUR INTENTION FOR POST TO DEVELOP IN-DEPTH STUDIES FOR EACH CASE.

6. REF C PARA 3, TEMPS LENDS TISELDDITSELF WELL TO NEEDS OF BOTH MAJOR AND MINOR EXPORTING INDUSTRIES. IT IS HOPED ESPECIALLY THAT THE LATTER CATEGORY OF INDUSTRIES WILL RECEIVE CONSIDERABLE INCENTIVE AND BENEFIT FROM TEMPS. WE DO NOT SEE HOW TEMPS CAN BE CONSTRUED AS CONTRARY

EITHER TO OUR PROGRAM OBJECTIVES OR OVERALL OBJECTIVES TO INCREASE U.S. EXPORT ACTIVITY.

7. AS STATED ABOVE, POST WILL ONLY BE ASKED TO ASSIST WITH THE MORE DIFFICULT CASES.

8. WITH SALES OF 13 MILLION DOLLARS, WICO CORPORATION IS CLEARLY MEDIUM SIZE. LONG-STANDING U.S. INDUSTRY AND GOVERNMENT STANDARDS DEFINE A MEDIUM SIZE BUSINESS AS ONE HAVING ANNUAL SALES OF BETWEEN 1 MILLION DOLLARS AND 50 MILLION DOLLARS.

9. POST SHOULD BE AWARE THAT IN THE CASE OF WICO OR ANY OTHER FUTURE CASES FOR WHICH WE REQUEST YOUR ASSISTANCE, UNCLASSIFIED

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PAGE 04 STATE 147813

MANAGEMENT OF ALL WILL HAVE BEEN INTERVIEWED AT LENGTH TO DETERMINE THEIR EXPORT CAPABILITY AND COMMITMENT. THIS MEANS THEY MUST BE ESTABLISHED SUCCESSFULLY IN THE PRINCIPAL U.S. MARKETS FOR THEIR PRODUCTS, BE WILLING TO ORGANIZE FOR EXPORT AND ASSUME MANAGEMENT RESPONSIBILITY; TO DEVELOP AND EXECUTE AN ORDERLY EXPORT MARKETING PLAN AND TO WORK WITH US ON A MEDIUM TO LONG RANGE BASIS.

10. WE WISH TO EMPHASIZE THAT ALTERNATIVE METHODS TO THE TEMPORARY WILL BE EXPLORED WITH THOSE FIRMS THAT DO NOT APPEAR FULLY PREPARED TO SERIOUSLY PURSUE AND DEVELOP EXPORT BUSINESS. VANCE

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